RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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(716) 634-9232
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June 24, 1997

RJR Account #315288
Mr. B. Grismore
DOWLINGS, INC.

AUGUST WINSTON B2G2F / PROMOTION #700465

Dear Bud:

WINSTON B1G1F product has been ordered (see quantities listed below), as well as **90** skus of B2G2F sleeves (Item #526982) to pack and ship this promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

	WINSTON	#/ (6M) Cases
UPC Code	Brand Style	B1G1F
12300-24091	*Box*	12
12300-24092	*Light Box*	12

Product PO # 714A ***; Displays PO #*** 714B

Product / Premium Arrival:	July 14, 1997
Ship Date to Retail:	**Week of: July 28, 1997**
SKU CUBE:	**1.4360**
SKU WT (w/o Product):	**3.7500 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	$2,528.09
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/rnym0000

Promotion Description: Utilize self-contained shipper. Shipper has 20 buy-2-get-2-free sleeves; two (2) buy-1-get-1-free pre-banded units should be placed into the sleeve. Consumer purchases two packs, receives two packs free.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$168.00 (6 case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Tanchyk

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER PACKING INSTRUCTIONS

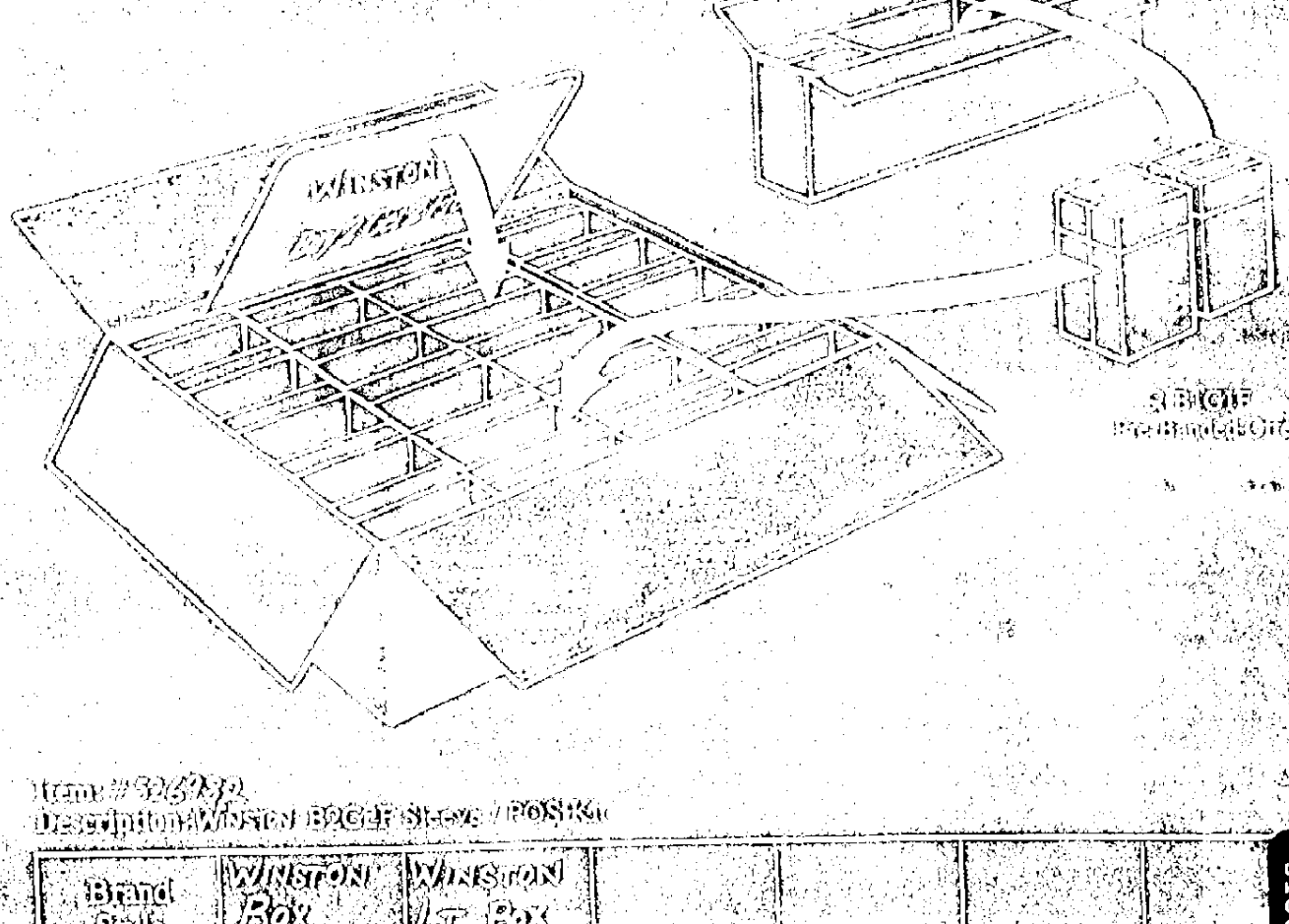
VALUE ADDED PROMOTIONS

Winston B2G2F (Buy 2 Packs Get 2 Packs Free)

STEPS

1. Open Winston B2G2F shipping case.
2. Place 2 B2G2F offers of the same brand style into each Winston sleeve (each case contains 20 sleeves).
3. Fold display header card down.
4. Close the case.
5. Ship to retailer.

Each white carton contains 5 Pre-packed 2 Pack Buy One Get One Free Offers



5 B2G2F Pre-Packed Offers

Item # 326232

Description Winston B2G2F Sleeve / POS Kit

Brand Style	Winston Box	Winston LT Box				
Number of Cartons	4	4				

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New package deal on New Winston.

New Winston

BUY 2, GET 2

No additives. True taste.

- Introducing new no-additive Winston
- Totally redesigned package lets customers know Winston is new inside and out
- Special buy 2, get 2 free August launch promotion
- New offer in eye-catching promo package
- Complete national advertising roll-out will drive traffic

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
162301	162323	027920	CROSSROADS MOBIL MT	ROUTE 2 & 78	ALBURG	VT	05440	1		2794-0200			(802)796-3044
162301	162323	633761	MINOR'S DISCOUNT BE	375 LAKE ST	ST ALBANS	VT	05478	4				2684	(802)524-4338
162301	163829	113565	LEW'S CORNER STORE	89 HEINEBERG DR	COLCHESTER	VT	05446	1		2794-0200		2348	(802)862-0775
162301	163827	113858	B & D SUPER MARKET	MAIN ST	NORTH TROY	VT	05859	1				2630	(802)988-2545
162301	163829	475125	CHAMPLAIN FARMS #1	16 ROOSEVELT HWY	COLCHESTER	VT	05446	1		1657-0000			(802)655-4703
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1					(802)879-6388
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000		3724	(802)893-2573
162301	162323	702261	SWANTON #111	RT. #78	SWANTON	VT	05488	1		2681-0000			(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1					(802)933-2153
162301	163829	712790	K.L QUICK STOP	375 MAIN ST	WINOOSKI	VT	05404	1				2460	(802)655-3344
162302	162320	114518	DUTCHIES MKT	MAIN ST	WEST PAWLET	VT	05775	1				3617	(802)645-0069
162302	162325	399687	MARTIN'S MINI MART	MAIN STREET	BENNINGTON	VT	05201	8		2794-0200		3397	(802)442-7261
162302	162325	632630	MARTINS SOUTH	510 SOUTH STREET	BENNINGTON	VT	05201	1				4041	(802)442-8957
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	2		2681-0000		2378	(802)334-6835
163801	163827	679268	CHAMPLAIN FARMS	125 RAILROAD ST	SAINT JOHNSBUR	VT	05819	1		1657-0000			(802)748-4000
163801	163827	723336	FASTOP	114 HANOVER ST	LEBANON	NH	03766	2		1657-0000			(603)448-6965
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1					(000)000-0802
163804	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1				3060	(802)775-7901
163804	163828	437115	CHAMPLAIN FARMS #7	16 MAIN ST	RANDOLPH	VT	05060	1		1657-0000			(802)728-6511
163804	163828	615934	BRANDON GULF #5	3 GROVE ST	BRANDON	VT	05733	1		1657-0000			(802)247-6164
163804	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000		2450	(802)773-1732
163804	162320	633296	TOM'S AUTO MART	CASTLETON CORNERS	CASTLETN	VT	05735	1				4110	(802)468-2900
163804	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	2		2681-0000		3352	(802)773-6919
163804	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000		4430	(802)747-0294
163804	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	1					(603)542-2278
163804	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	1					(603)542-3080
163809	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1					(802)658-4790
163809	163829	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1					(802)635-2496
163809	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1					(802)863-1998
163809	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1					(802)864-9638
163809	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1				2157	(802)863-9279
163809	163828	448022	ROLAND'S MINI MART	RTE. 302	EAST BARRE	VT	05649	1		3419-0000		2638	(802)476-5041
163809	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	5		2681-0000		2858	(802)660-8680
163809	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000		2511	(802)879-0223
163809	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000		2448	(802)864-9654
163809	163829	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1				2169	(802)244-5062
163809	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000		2449	(802)658-4635
163809	163829	587759	ROTARY MART #8	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000			(802)655-4703
163809	163828	590776	FASTOP EXXON	377 N MAIN ST	BARRE	VT	05641	1		1657-0000			(802)476-7695
163809	163829	595955	CHAMPLAIN FARMS #10	NO MAIN STREET	WATERBURY	VT	05676	1		1657-0000			(802)244-8351
163809	163829	649433	CHAMPLAIN FARMS #13	56 PEARL ST.	ESSEX JUNCTION	VT	05452	1		1657-0000			(802)879-5232
163809	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000		4284	(802)479-2213

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 700465 70800 WIN AUG B2G2F
TEMPLATE SEQ : 0012
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163809	163828	665502	CHAMPLAIN FARMS	25 COURT ST	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163809	163829	670403	FASTOP_EXXON	RT 100	WATERBURY	VT	05676	1		1657-0000		(802)644-6426
163809	163828	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163809	163828	704681	SHELBURN DISCOUNT B	1907 SHELBURNE RD	SHELBURNE	VT	05482	1			11052	(802)985-3246
163809	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163809	163829	740858	CHAMPLAIN FARMS	315 SHELBURNE RD	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163809	163828	760220	BALLARD'S CTY STORE	SHELB FALLS RD	HINESBURG	VT	05461	1			2217	(802)482-2070
163809	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163809	163829	964662	WASHBURN SERVICENTE	RR 2 BOX 156	RICHMOND	VT	05477	1			2231	(802)434-3818
163809	163829	965513	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163809	163829	113507	LAROW'S MARKET	114 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163809	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	4				(802)863-4792
163809	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163809	163828	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	1			2463	(802)453-3000
163809	163828	113917	BLAISE'S CTY STORE	ROUTE #116, SOUTH	HINESBURG	VT	05461	1			90068	(802)482-2324
163809	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	2				(802)879-7101
163809	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	5			2218	(802)879-6471
163809	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	5			2355	(802)879-8951

PAGE BREAK TOTAL ACCOUNTS 60 TOTAL QUANTITY 89

TEMPLATE TOTAL ACCOUNTS 60 TOTAL QUANTITY 89

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